

<b>Examiner-Initiated Interview Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/050,369	HIRONO, CHIHARU	
	<b>Examiner</b>	<b>Art Unit</b>	
	Chante Harrison	2672	

**All Participants:**

(1) Chante Harrison.

(2) Jay Maioli.

**Status of Application:** Response to Non-Final Entered

(3) \_\_\_\_\_.

(4) \_\_\_\_\_.

**Date of Interview:** 23 November 2004

**Time:** \_\_\_\_\_

**Type of Interview:**

- ☒ Telephonic  
☐ Video Conference  
☐ Personal (Copy given to: ☐ Applicant ☐ Applicant's representative)

**Exhibit Shown or Demonstrated:** ☐ Yes ☐ No

If Yes, provide a brief description:

**Part I.**

**Rejection(s) discussed:**

*See Continuation Sheet*

**Claims discussed:**

27-37

**Prior art documents discussed:**

*Dunworth et al., U.S. Patent 5,930,474*

**Part II.**

**SUBSTANCE OF INTERVIEW DESCRIBING THE GENERAL NATURE OF WHAT WAS DISCUSSED:**

**Part III.**

- ☒ It is not necessary for applicant to provide a separate record of the substance of the interview, since the interview directly resulted in the allowance of the application. The examiner will provide a written summary of the substance of the interview in the Notice of Allowability.  
☐ It is not necessary for applicant to provide a separate record of the substance of the interview, since the interview did not result in resolution of all issues. A brief summary by the examiner appears in Part II above.

\_\_\_\_\_  
(Examiner/SPE Signature)

\_\_\_\_\_  
(Applicant/Applicant's Representative Signature – if appropriate)

REMARKS

Claims 23-26 have been canceled, without prejudice or disclaimer, and new claims 27-37 have been added.

It is respectfully submitted that the reference to the prior application was indeed inserted before the first line of the specification in the Request for Divisional Application, paragraph 8, filed January 16, 2002.

Claim 23-26 have been canceled, thereby rendering the rejection thereof moot.

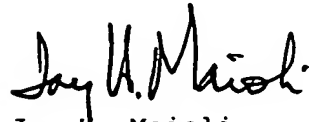
It is respectfully submitted that new independent claims 27-37 are patentably distinct over Dunworth et al. for at least the reason that Dunworth et al. fails to show or suggest searching in a database and transmitting through a network, advertisements associated with a business type to be displayed along with a map on a user terminal when a single request by a user, including an association between the business type and a geographical location, is received from the user terminal via the network.

In Dunworth et al. the user selects a geographical location and then is presented with "topical" information associated with the geographical location. The "topical" information is obtained from a "Yellow Pages" database, for example. See col. 2, lines 41-49, col. 18, lines 39-54, and

Figs. 2B-C of Dunworth et al., for example.

Respectfully submitted,

COOPER & DUNHAM LLP

A handwritten signature in black ink, reading "Jay H. Maioli". The signature is written in a cursive style with a large, stylized "J" and "M".

Jay H. Maioli  
Reg. No. 27, 213

JHM/PCF:tb